221, 223, 225, 227 GRAND ST., One Door from Driggs Ave., 166, 168 and 170 SMITH ST.,

Brooklyn.



PIONEERS OF THE Easy Credit System In Brooklyn, New York.

Dealers in Clothing, Furniture, Carpets, Oilcloths, Stobes, etc., etc.

The First and Foremost



One of the GREATEST living GENERALS known to modern History coined the proverb

and we cheerfully indorse and verify the truth of his STATEMENT as EXEMPLIFIED by our own SUCCESSFUL BUSINESS CAREER

BRING THIS ADVERTISEMENT WITH YOU.

The keynote of our SUCCESS has been our HONEST, TRUTHFUL and STRAIGHTFOR-WARD methods of doing business.

WITH YOU.

THIS WEEK commencing on MONDAY, we intend to place on EXHIBITION the most SUPERB AND GORGEOUS DISPLAY OF CARPETS ever shown in this or any other city at prices that will

BID DEFIANCE TO ALL COMPETITION,

all Carpets being Made, Laid and Lined Free of Charge during this sale. OUR LAST WEEK'S SALE OF FINE PARLOR SUITS was a success far beyond our expectations over 150 of them shipped to as many pleased and delighted customers. A few still left (the \$45 kind for \$22.50), for those who failed to grasp the opportunity last week. Our own exclusive motto

is sufficient guarantee for all to visit us and convince themselves of our sincerity.



Velvet Carpets, per yard,

75c | Brussels, per yard,

55c | Oil Cloth, per yard, obe | Matting, per yard,



Men's Spring Suits-Big line of choice

styles and patterns, comprising all-wool Thibet Cloth, Fancy Cassi-

This handsome 5-piece Parlor Suit, elegantly finished, mahoganized frames, Patent Rocker, strongly made, upholsted in figured velour, damask or plush. This is the \$45 kind for \$22.50; our Parlor suit line embraces all this season's best designs, some low as



Up-to-date Baby Carriages \$5.75 Go-Carts, rich styles, handsomely uphol-



meres and Cheviots, in checks \$8,00 Finest Tailor Made Suits in imported



Jack Frost's Sum-



Strictly Tailor Made Suits of all-wool Cheviots, Serges in Blue, Royal, Tan or Black, latest bell flare skirts, would cost you ordinarily \$12 to \$15; \$7,75 this week

Ladies' Tailor Made Serge Skirts, of \$7.50 them low \$4.50 price \$5 to \$8; they go this \$2.75

T'S time to get out of the beaten path.

T'S time to see what New Firm's New Policy" means.

Down to 1.98

me ladies' \$3.50 Black China Silk

Shirt Waists.

300 doz. fine Percale and Gingham Shirt Woists, plain, tucked, with insertion and pique trimmed; come 98c down from \$1.50 to

The Latest Novelty for Summer Dresses, the pretty white, plain colors and combination cotton transing for

wash dresses, go down from 15c. 9c

Bargains.

Fine Muslin Hemstitched Pillow Cases,

Down go the prices of Trimming.

We Must Get the Public's Eyes Open.

Recently this Company bought out the old firm of Ludwig Bros, and created a sensation. Now the New Firm inaugurates a New Policy, and sets out to secure its full share of public attention. We will secure it. When ordinary methods answer we will use them-when Extra-ordinary methods are required we will never be found lacking in resourcefulness. It seems to us that Now-while the spring selling season is at its height-when the greatest possible volume of business can be turned-our way-very Extra-ordinary methods are required, and to-morrow we must get the public's eyes open-To-morrow prices drop to the lowest possible notch. It's time to get out of the beaten path—Will you come?

These Silk-Lined Suits and Jackets will go with a rush. This great special sale represents a marvellous purchase—which goes at marvellous "Unheard of" prices.



Down to \$3,98

come these Satin-Lined Venetian Covert \$5 and \$6 Jackets, in all colors.

Down to \$8.98 come the Short, Jaunty Tailor-Made \$15 Jackets, lined with fancy taffeta silks.

Don't expect these prices in the

Hosiery Department

To Last over Monday. Women's Genuine Liste Shaped Ribbed Vests and French Band 39c

Women's Richelleu Ribbed Genuine Liste Vests, low neck and sleeveless, go down from 25c, and out with 19c

Intants' Wear Dept.

Children's Short Coats of Cashmere, ?

Gingham Petticoats, in dainty Pink and Blue stripes, unbrella shape, 49c

The Ladies' Neckwear Dept. Devotes itself to the much-in-demand Liberty Silk Neck Ruches.

pleated ends, however new and up-to-date, go down and out at,

10 Dozen Double Pleated Ruffs, (go down from 85c. to

and up-to-date, go down and 1.39 A large assortment of Extra Full Black

Ruffs, with very long pleated or shirred ends, however new and up-to-date, go down and out at 1.49 1.69 1.98 & 3.49

However New and Up-to-Date-

Down Go the Prices of

Laces and Net. 45 inch Black Tosca Net, round mesh

however new and up to date, 38c Not only "down to the bottom prices" to-goes down per yard to 45 inch Black Silk La Tosca Net, both }

45 inch Black Figured Fish Net Russian Turbans, hand made, of black

A 20-inch heavy Venlse Net, Cream to

and Butter, goes down to, per 49c

Mechlin Net, for guimps and sleeves, bow knot, scroll effects (we have the lace and banding to match); price 1.10 feven though they sold for from 73c the new styles, with two collars and the made to sell for 8c., bottle, of net goes down to 1.10 limported Organoile Sulsse, in plain colors, all shades and black, selling to match, 49c to 10c, to 19c, yd., go down to 1.10 limported Organoile Sulsse, in plain colors, all shades and black, selling to match, 49c to 10c, to 19c, yd., go down to 1.10 limported Organoile Sulsse, in plain colors, all shades and black, selling to match, 49c to 10c, to 19c, yd., go down to 10c, yd., go d

lewelry.

Shell Side Combs, each comb set with

2-yd. wide White French Organdle Men's genuine French liste, French sold for 9c, 1b.,

2-yd. wide White French Organdle Men's genuine French liste, French sold for 9c, 1b.,

2-yd. wide White French Organdle Men's genuine French liste, French sold for 9c, 1b.,

3c cotton and German liste and cotton Germ Killer, the most powerful disinguir,

Solid Gold 10-Karat Rings, set 70

The very best quality goes down 15c from 25c and out 10

for 15c., package,

3c from 25c and out 10

for 15c., package, Solid Gold 10-Karat Rings, set 79c The very best quality goes down 45c from 25c, and out at 19c with colored stones, at

The Raleigh Neck Chain, entirely new, three rows of gold-plated chains, with enamelled clasp, set with colored 49c Ladles' Chatelaine Bags, American

silver, black and white, worth 10c Belts.

Black Sath Sash Belts, assorted

Window Shades.

4,000 lace bordered opaque Window Shades, mounted on spring rollers, size 36x72; drop from 49c. to the "New 25c go down from 29c. to 19c only, lb.,



75 All-Wool Chevlot Sults, navy blue, royal brown and castor, fly front jacket, new circular skirt, lined throughout with colored taffeta silk; \$17 suits 8.98 \$4.98, \$5.98 and \$9.

100 All-Wool Imported Cheviot Serges, in navy blue to just half what other stores are askand black, fly front jacket, new circular skirt; the entire ing, come the Black Cloth Capes, slik
suit lined with heavy taffeta-silks; \$22 suits 14.98 lined, plain and braided effects. These
will go with a rush at

75 Fine Tailor-Made Reefer and tight-fitting Suits, in fine coverts, venetians and broadcloths, lined throughout with heavy taffeta silks, man tailored, in all 18 75 with heavy taffeta silks, man tailored, in all 18.75 come ladicolors, \$35 to \$40 suits will go with a rush at 18.75 Bloomers.

75 Tallor-Made Suits, finest imported materials, the latest styles, no two alike, lined throughout with finest silks: \$38 to \$50 suits \$25 will go with a rush at 200 dozen plain Striped and Plaid Taffeta Silk Wulsts, from \$5 up to \$8; come down to

Children's Dresses That will go with a rush. 100 dozen children's percale, lawn and gingham, 75c. and \$1.00.

Wash Dresses, sizes 4 to 14, will go with a rush 29c.

Surely We'll Get the Public's Eyes Open with a Special Sale of

French Chamois Gloves.

A small lot of Women's Silk Vests, high neck and short sleeves, low neck no sleeves, in white, cream, pink, gold and black, some of our best goods, go down from \$1.98 and out with 69c 4,200 prs. Extra Quilty French Chamols Gloves, pearl, cream, white, gold down from \$1.98 and out with 69c in otch—from 89c, down to 7½; drop to the lowest possible for the mountains, for biking—a short 49c wash dresses, go down from 15c. 9c wash dresse Muslin & Linen

Down Go the Prices to the lowest Dress Goods. possible notch in Black and Colored

ribbon trimmed, slightly soiled from bandling; go down from \$1.25 49c the latest colorings and 38 inches wide.

Short Goats of Cashmere, Mixed Chev-loss of Cashmere, Control of Cashmere, Chev-loss of Cashmere, Control of Cashmere, Chev-loss of Chev-loss of Cashmere, Chev-loss of Chev-loss of Cashmere, Chev-loss of C

Children's Short Coats, silk and wool novelty cloth; sizes 6 months to 3 years; slightly soiled from handling; go down from \$2.25 and \$2.98 1.49

Brilliantines and 38 inches wide.

Down to 29c go the 49c black Mohair Signs of all-wool Black Crepons.

Brilliantines and 38 inches wide.

Down to 49c go the 51.48 (worth 42c.), will go with a rush 34c signs of all-wool Black Crepons.

Extra Heavy All Linen Table Damask, 2 yds, wide (worth 65c.), will go 52c

Corsets.

Corsets, in White, Drab wide.

Corsets, in White, Drab and Black, long waist go down 50c.

and Black, long waist, go down from \$1 each, and out at 59c Don't expect these prices to last over Monday—they won't.

In proportion to its Silk Department

—and it is one of the most important—takes a hand in this "Opening fine materials, here Monday for of the Public's Eyes."

10 doz. Full Black Liberty Ruffs, Satins go down from 98c. 69c

98c An exceptional line of Striped. Rich, High Lustre Plaid and Check Checked and Figured Taffetas, 49c Liberty Satins—all the Frenchy 33c shades—go down from 75c. to 33c

Men's Shirts.

Men's Hose.

Parasols.

Candy.

up-to-date, go down and out 1.19 We must get the pub-Boys' Clothing Dept. Striped Ginghams, go down from 18c Boys' Sallor 200 Vestes Suits, all-wool mixSuits, with extra tures, plaids and checks, go 1.98 pair of pants to down from \$3.98 to match, all wool silk soutache braid, in red, white, black and guaranteed indigo blue, go down from \$3.50 1.79 Boys' Percale Blouses, in the new desirable colors, 2½ to 12 years, 49c to Spring 1899 Straw Hats, all colSpring 1899 Straw Hats, all colSpring 1899 Straw Hats, all colStriped Ginghams, go down from 18c Striped Ginghams, go down from 18c

Boys' 2-Piece ors, all styles, all shapes, go 49c Fine Net Govers, 5 fluted down from 98c to bands linen saved and knees, patent Boys' Derbys, Links and Links all col- gathered ruffle, Fine Net Govers, 5 fluted 1.10

Suits, double seat and knees, patent Boys' Derbys, Kipines and waist bands, linen sewed, go 1.98 Telescopes go down from 98c down from \$3.46 to

morrow, but the extraordinary qualities will open your eyes in the round and square mesh, goes 59c Dress Shapes of Fancy Black down per yard to

Mesh goes down per yard 79c Russian Turbans, hand made, of black of black Silk Poppies and Buds go 50c down from \$1.95 95c down from 89c, to

White Goods. Fine White Lawn and India Linens, 2 100 doz Men's Fancy Percale Shirts.

everywhere at 29c., goes down 17c

Leather Goods.

The Victoria Shirt Waist Sets, enam-lelled and set with rhinestones, 25c, go down from 75c, to 49c and Goachings, plain, bordered and for 19c, silver, black and white, worth 10c.

go down from 39c. and 48c. 25c

Wash Goods. Brode Tissues, an elegant sheer material, with overwork effects, beautiful designs and colorings, exceptionally fine materials, here Monday for

Ginghams and Zephyrs, all the odds 24-inch Black Taffetas go 69c 3,000 yds. Corded, Checked and and ends of our entire stock are bulked, down from 98c. to Striped Taffetas in the new Spring whatever they cost, whether they sold for satisfaction go down from \$1.25 75c go out with a rush at, yard

Genuine French Organdles, cannot be imported for less than 20c., go 121 out with a rush at, yard,

French Foulardine, lustrous as the finest silk fabric; it goes out with a 27c rush at yard.

Perfumery Dept.

Violettes de Porme, a highly per-Millinery Dept. fumed toilet soap, 3 cakes in box, 8c Dress Shapes of Fancy Black 39c | Large Single Roses, in all the new milland green, large bars, made to 21c | Straw go gown from 59c. to | Large Single Roses, in all the new milland green, large bars, made to 21c | Sell at 39c., bar, | First-class quality Bay Rum, pony First-class quality Bay Rum, pony bottles, made to sell at 15c., bot-

A 20-inch heavy Venise Net, Cream and Butter, goes down to, per 59c Large Bunches of Slik Poppies, all inches wide, go down from 75c. 49c the shades, go down from 95c. 69c to Trimmed Alpiues, fancy straw, black brims, 2 toned crowns, trimmed in black brims, 2 toned crowns, 2 to

Highly perfumed and plain 3c Full strength Witch Hazel, 1/2 5c pt. bottle, sold for 12c.,

Cumphor Marbles, best quality, 4c

Seldlitz Powders, 12 sets in a 15c box; sold for 28c.; box, Hair Brushes, made to sell for

Children's Parasols, in endless variety, at 8-inch hard rubber Dressing 10c 29c, 39c, 49c, 59c & 79c Combs, made to sell for 15c. Pure bristle Tooth Brushes, made 80 to sell for 19c.,

Special sale of Chocolate Marsh Furniture Slip Covers. mallows, regular price 30c.; 16c

A set of 5, 6 or 7 pieces, good quality

Assorted Chocolutes, all flavors, regu-Dumusk Shrunk Bindings, at "The lar price 200; for Monday 12c New Firm's New Policy 6.98